

# Abraham Cedeño



## Contact

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## Digital Marketing Analyst

Professional with 1 year of experience in digital marketing strategies (social media, PPC, content creation, and SEO). Recently completed the Google Data Analytics Professional Certificate. Excellent proficiency in platforms for effective data analysis, including SQL, Excel, Power BI, Tableau, and R. Strong communication, analytical, and teamwork skills.

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## Soft skills

### Communication

Excellent communication skills, capable of effectively conveying ideas and strategies. Ability to tailor the message to the appropriate audience and actively listen to understand the needs and viewpoints of the customer or stakeholder.

### Problem Solving

Ability to identify and analyze problems, as well as develop and execute effective solutions. Ability to make informed and creative decisions in challenging situations.

### Teamwork

Ability to collaborate and work as part of a team to achieve common goals. Ability to listen and respect the opinions of others, communicate effectively, and contribute positively to the work environment.

## Hard skills

### Data Analysis

#### Excel

Proficient in formulas and functions; ability to create charts; skillful in using pivot tables; competent in conditional formatting and data validation; advanced knowledge in functions such as VLOOKUP and HLOOKUP.

#### SQL

Ability to write intermediate level SQL queries; knowledge in creating and managing tables and views in SQL; ability to work with functions and stored procedures.

#### Power BI

Ability to build professional-quality business intelligence reports and interactive dashboards; knowledge in blending and transforming raw data and designing BI tools used by professional analysts and data scientists.

#### Tableau

Ability to generate effective data visualizations; skillful in creating and managing database connections; ability to work with data sources from multiple origins; ability to create interactive dashboards and control panels.

#### R

Ability to work with data structures such as vectors, matrices, and data frames; ability to create graphs and data visualizations using ggplot2; knowledge in programming functions and scripts in R; knowledge in data manipulation and cleaning with dplyr and tidyr; ability to perform statistical analysis such as bootstrap techniques, permutations tests, ANOVA tests, and Chi-Square tests.

#### Statistics

Proficient in descriptive and inferential statistics. Proficient in measures of central tendency and dispersion. Knowledge of statistical significance, confidence intervals, and various statistical tests.

#### Google Analytics

Ability to analyze and understand data obtained in Google Analytics, identify patterns, trends, and opportunities for improvement on websites.

### Digital Marketing

#### Social media

Ability to create and execute effective digital marketing and social media strategies that help achieve business objectives.

#### Advertising

Ability to analyze the market, competition, and design effective advertising strategies.

#### Facebook Ad Manager (PPC) y Google ads (SEM)

Proficient in both tools for implementing PPC campaign strategies, and analyzing data to identify patterns, trends, and opportunities for improvement in advertising campaigns.

#### SEO

Ability to conduct effective keyword research to identify traffic opportunities and improve website ranking; analysis of search intent of the target audience; development of effective SEO strategies to increase website traffic.

#### Email Marketing

Ability to design and execute an effective email marketing strategy, considering business objectives and target audience needs.

#### Branding

Ability to understand and apply essential brand elements, such as visual identity, voice, and personality.

#### Project Management

Ability to plan marketing campaigns, setting goals, deadlines, and budgets, and allocating resources.

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# Experience

## Digital Marketing Analyst - SEO

Global Commerce Media GmbH - Internship / Nov 2022 - Feb 2023

### Market research

Conducted market research to better understand the audience and their search intent based on data analysis. Clearly communicated findings to superiors resulting in increased productivity.

### Competitor analysis

Collected and analyzed data from competitors to track performance, leading to informed decision-making for our SEO strategies.

### Keyword analysis

Analyzed keywords using tools such as, Google KW Planner, Google Trends, Ubersuggest, and Answerthepublic resulting in creating more visible content for clients' websites.

### Creation of search engine optimized content

Effectively implemented various websites with high-quality, optimized content through data-driven SEO strategies that produced increased Google traffic to clients.

### Website design and conception

Created blogs with modern design strategies, considering UX, CX, and link building, resulting in better user retention on the website and a lower bounce rate.

 [Check out my work](#)

# Education

## Degrees

### "IBM Data Science Professional Certificate"

IBM / March 2023 - Present

5-month training program in IBM's professional certification program where I will develop data science skills and learn tools such as Python to create models with machine learning.

### "Google Data Analytics Professional Certificate"

Google / April 2022 - October 2022

6-month training program in Google's professional certification program, preparing me for a data analysis entry-level position. Demonstrated expertise in areas such as data cleaning, data visualization, interpretation, and communication of discoveries obtained through data analysis. Ability to transform complex data into clear ideas, solid mastery of programming languages such as R and SQL.

### "Google Digital Marketing & E-commerce Professional Certificate"

Google / July 2022 - January 2023

Learned digital marketing campaign management, customer attraction and retention, and performance measurement through data analysis. Also, learned how to create e-commerce stores and analyze their online performance, ability to measure marketing performance through data analysis and presentation of insights.

### "Google Project Management: Professional Certificate"

Google / July 2022 - January 2023

Learned how to create effective project documentation and artifacts throughout the various phases of a project. Also, acquired foundations of Agile project management with a focus on implementing Scrum events.

### "Bachelor's degree in Electronics and Telecommunications Engineering"

Universidad Tecnológica de Panamá / Jan 2014- Dec 2019

### "High School Diploma in Science, Literature, and Philosophy"

Colegio Javier / 2000 - 2013

## Digital Marketing Analyst - PPC

Loquiropty / Feb 2022 - Oct 2022

### Identify target audiences

Used data to identify and understand audience interests and demographic characteristics, resulting in better targeted campaigns with improved ROI.

### Design A/B tests

Designed A/B tests in PPC campaigns, landing pages, lead communication, and pricing strategies resulting in improved ROAS for those initiatives.

### Customer behavior analysis

Collected and analyzed data on customers to understand their buying habits, website behavior, and satisfaction levels, leading to improved services and optimized campaigns.

### Measurement and optimization of ROI in PPC campaigns

Tracked PPC campaigns to monitor metrics such as conversion rate, CTR, CPC, and % engagement, allowing for identification of areas for improvement and increasing ROI.

### Implementation of PPC promotional campaigns

Designed and implemented multiple PPC campaigns through FB ads resulting in an average CPC of \$0.13 better than the industry average and an average ROAS of 9.19:1.

### Social media analysis

Track social media metrics to better understand audiences and the performance of strategies on different social media platforms.

## Certifications

### "Statistics for Data Science and Business Analysis"

365 carrers / August 2022 - September 2022

Calculation of measures of central tendency, skewness, and variability; calculation of correlation and covariance; estimation of confidence intervals.

### "Microsoft Excel -Excel from Beginner to Advanced"

Office Newb / April 2022 - June 2022

Proficiency in formulas and functions; ability to create charts; skill in pivot tables; competence with conditional formatting and data validation; mastery of advanced functions such as VLOOKUP and HLOOKUP.

### "Microsoft Power BI Desktop for Business Intelligence"

Maven Analytics / April 2022 - June 2022

Proficiency building professional-quality business intelligence reports and interactive dashboards; knowledge in blending and transforming raw data and designing BI tools used by professional analysts and data scientists.

### "Ultimate Google Ads Training 2021: Profit with Pay Per Click"

Isaac Rudansky / June 2022 - July 2022

Consistent and continuous traffic attraction to websites or landing pages; creation, development, and optimization of profitable Google AdWords campaigns.

### "SEO Training Masterclass 2023: Beginner To Advanced SEO"

Alex Genadinik / June 2022 - July 2022

Creation of SEO strategies to rank organically in search engines; understanding of how all search engines work: Google, YouTube, Amazon, etc.

### "The complete 2022 Web Development Bootcamp"

Dr. Angela Yu / July 2022 - Present

Creation of websites from scratch, through mastery of programming languages HTML, CSS, and Javascript; learning of UX and CX principles.

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